

VENICE FARMER'S MARKET ECONOMIC IMPACT ON THE COMMUNITY**IN SEASON****(Study was completed in April 24, 2015 by UF/IFAS Coounty Extension Sarasota County)**

Gross receipts at businesses near the market per day.....	\$111,000.00
Est. gross annual receipts at businesses near the market.....	\$5,321,000.00
Projected annual & municipal sales tax revenue (6.5%).....	\$345,000.00
Economic Impact at business near the market using multiplier affect.....	\$10,588,000.00
The Market's total combined Economic Impact:.....	\$15,885,000.00
Economic Impact Multiplier	1.99
Average Shopper Spending In Market	\$23
Aver. Shopper Spending Out of Market.....	\$45
Per of shoppers spending at nearby businesses.....	78%
Shoppers that are local to Venice during Season.....	55%

ATTENDANCE AT THE VFM FOR THE PAST THREE YEARS**DURING SEASON**

At the time this report was taken on 2-7-2015 with a sample size of 344 people, attendance for that one day was 2,471 people. This resulted in an estimated annual attendance of 118,608 shoppers.

Since then attendance has risen with a one day attendance on 2-18-2017 Of 4,084 shoppers in attendance.

Attendance has continued to increase due to various grants or programs received for SNAP/EBT customers, advertising, and partnering with various non-profit organizations.

VENICE FARMER'S MARKET ECONOMIC IMPACT ON THE COMMUNITY

OFF SEASON

(Study was completed in April 24, 2015 by UF/IFAS Coounty Extension Sarasota County)

Gross receipts at businesses near the market per day.....	\$27,115.00
Est. gross annual receipts at businesses near the market.....	\$1,301,500.00
Projected annual & municipal sales tax revenue (6.5%).....	\$84,600.00
Economic Impact at business near the market using multiplier effect.....	\$2,590.000.00
Market's total combined Economic Impact:.....	\$5,000,000.00
Economic Impact Multiplier	1.99
Average Shopper Spending In Market	\$24
Aver. Shopper Spending Out of Market.....	\$26
Per of shoppers spending at nearby businesses.....	69%
Shoppers that are local to Venice area during Off –Season	79%

ATTENDENCE AT THE VFM FOR THE PAST THREE YEARS

DURING OFF SEASON

Head count – 10:00 am 11:00 am May 25, 2014 = **207**

Head count - 10:00 am to 11:00 am May 9, 2015 = **484**

Head count – 10:00 am to 11:00 am May 7, 2016 = **516**

Attendance has continued to increase due to various grants or programs received for SNAP/EBT customers, advertising, and partnering with various non-profit organizations.

